



KSHB-TV

ORDER

Print Date 11/06/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Contract / Revision 315642 / 430-Missourians for Fair and Impai

Original Date / Revision
10/23/12 11/05/12

Advertiser Missourians for Fair and Im

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Product

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2504 MFICC Broadcast 10.30-1

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	42	\$30,068.75	\$35,375.00	0.00	10/29/12	11/06/12	42	\$30,068.75	\$35,375.00
Totals	42	\$30,068.75	\$35,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	111-1--	:30	4	\$600.00	P-1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	111-1--		4				\$600.00		0.00			
N 2	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	11-1---	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	11-1---		3				\$750.00		0.00			
N 3	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	1-1-1--	:30	3	\$400.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/12	11/05/12	1-1-1--		3				\$400.00		0.00			



KSHB-TV

Print Date: 11/06/12

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Contract / Revision **315642** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Missourians for Fair and In** Product **430-Missourians for Fair an** Estimate # **2504 MFICC Broadcast 10.30-**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	10/31/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	1-1-1--	:30	3	\$400.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1-1-1--	3		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSHB	10/30/12-11/05/12		M-F 4-430p		4-430p	M-W--F----	:30		(\$400.00)		0.00	NM		
See MG 3.4,3.5 [to clear Spence]															
4	KSHB	11/06/12-11/06/12		Today Show		7-9a	-T-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 12.1,10.1,3.3															
5	KSHB	11/06/12-11/06/12		Today Show		7-9a	-T-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 12.1,10.1,3.3															
N 4	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$450.00		0.00						
N 5	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$800.00	P-1	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$800.00)		0.00	NM		
See MG 5.6,5.7 [rate]															
3	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$800.00)		0.00	NM		
See MG 5.6,5.7 [rate]															
4	KSHB	10/30/12-11/05/12		NBC Action News at 5p		5-530p	MTWThF----	:30		(\$800.00)		0.00	NM		
See MG 5.6,5.7 [rate]															
6	KSHB	11/02/12-11/02/12		Nightly News		530-6p	-----F----	:30		\$2,700.00		0.00	NM		
Ⓜ MG for 9.1,5.2,5.4,5.3															
7	KSHB	10/30/12-11/04/12		Sun 630-7a		Sun 630-7a	-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 9.1,5.2,5.4,5.3															
N 6	KSHB	11/01/12	11/05/12	Nightly News Nightly News	CM	530-6p	1--1---	:30	2	\$2,700.00	FX	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1--1---	2		\$2,700.00		0.00						
N 7	KSHB	10/31/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	1-111--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1-111--	4		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSHB	10/30/12-11/05/12		NBC Action News at 6p		6-630p	M-WThF----	:30		(\$1,200.00)		0.00	NM		
See MG 7.5															
5	KSHB	10/31/12-10/31/12		NBC Action News at 6p		6-630p	--W-----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 7.3 11/02															
N 8	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	1111---	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	1111---	4		\$1,500.00		0.00						

Totals	42	\$35,375.00
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